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Misses Mildred and Mona Waller, daughters of Mr. and Mrs. O. C. Waller. Both are Seniors in high school this year. Mona won the 1936 beauty revue as Miss Judsonia and Mildred was the winner of the same title in 1937.

O. C. Waller & Bros.

"THE HONEST PLANT GROWERS"

JUDSONIA ✂ ✂ ARKANSAS

1938 JANUARY 1938

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1938 FEBRUARY 1938

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BE SURE TO READ BACK OF EACH PAGE. WRITE FOR MORE INFORMATION.

THE HONEST PLANT GROWER

The Waller Calendar

AN OPEN LETTER TO YOU

SUPPOSE you made your living by growing and selling better berry plants. Suppose you had followed this occupation for thirty years, slowly building up a reputation for honesty, integrity and fairness. Suppose you had thousands of customers, both old and new, who relied upon you for recommendation and advice. What sort of a Bulletin would you write?

Would you ask yourself how you could make your customers more successful in the production of their crops so that next year and each year thereafter they would return to you for the plants they bought? Or would you say: "These are hard times. We can grow inferior plants with little investment, and we can realize a large margin of profit from these cheap plants. . . . We can fool the people for one year. . . . Let next year take care of itself."

We asked ourselves these two questions. This bulletin is the reply of a man who has devoted a lifetime to the breeding and selling of better berry plants.

But there was still another question confronting us in writing this bulletin. Would our customers like a new thirty-two page color-plate catalog even though it cost several thousands of dollars and meant an increase in cost of not less than ten per cent in the price of our plants, or would they prefer an honest, straight-from-the-shoulder bulletin setting forth simply and briefly the merits of the plants we had for sale?

Simple economy demanded the latter. Any plant establishment, in order to stay in business, must realize a fair margin of profit above expenses, and in order to bring you WALLER QUALITY plants at the lowest possible price we have cut our expenses to the bone. Yet, in no instance have we sacrificed the high standard of our plants in order to cheapen the price.

So sure are we of the quality of our plants, we are willing to let the success of this establishment rest upon the merits of the plants we sell, the service we give our customers, and the honesty we put into our advertising.

To this end, we cannot conform to the practice of some of our competitors in shipping plants long distances packed only in tow sacks. This method of packing, although less expensive, usually results in over-heated and inferior plants. WALLER BROS. will not ship plants this way except on very short hauls where the plants will be on the road not more than a few hours.

Careful and efficient packing of plants for shipment is just as important a factor in growing strong-rooted, disease-free plants as are methods of selection and cultivation. Every plant WALLER BROS. ships by express or freight will be packed in specially constructed ventilated crates, and the roots of all plants will be carefully packed in damp sphagnum moss.

WALLER BROS. takes these extra precautions to assure you of "A" quality plants, for our interests as plant growers

lie in the same direction as yours. Our success or failure is inseparable from the success or failure of our customers.

This bulletin is intended to serve you whether you buy your plants from WALLER BROS. or from some other reliable plant grower. However, when you buy plants from us you get plants that are the product of one of the best equipped and largest plant growing establishments in the South. Our close association with the berry world, and our ever-increasing volume of business, have afforded us a breadth of experience matched by few other plant growers.

We solicit your business. We invite comparison, not only in quality of plants but also in price. We urge you to buy better plants, honestly grown and honestly advertised.

It makes no difference how good your land may be, how well you fertilize it, how thoroughly you cultivate it, how favorable a growing season you may have, your crop can be no better than the plants you set. It is simple economy to set the best quality plant that you can buy, for at harvest time the best plant that can be bought is the cheapest plant you can set. You cannot buy better plants than WALLER BROS. "A" quality plants, regardless of the price you pay.

WALLER'S GUARANTEED PLANTS

WALLER BROS.

JUDSONIA

ARKANSAS

WALLER'S
GUARANTEED
PLANTS



Folks, I'm James Waller, only son 'of Mr. and Mrs. O. C. Waller. Here I am with my last years Christmas presents. I'm 12 years of age and in the 8th grade. I am not as pretty as my two sisters on page one but I'll bet my Dad and I have more fun for you can see by my picture that I am a hunter and my Dad is my partner. In a few more years I'll be my Daddy's partner and help him sell strawberry plants.

O. C. Waller & Bros.

"THE HONEST PLANT GROWERS"

JUDSONIA :- :- ARKANSAS

1938 MARCH 1938

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1938 APRIL 1938

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PLANTS, BERRIES, PROFITS

STRAWBERRIES :- YOUNGBERRY DEWBERRIES :- BOYSENBERRY

Waller Bros. Quality Plants Have No Superior

It is not by accident that WALLER BROS. quality plants are the most dependable plants that can be bought. They are selected, grown, packed and shipped according to the most approved scientific methods. Here are a few of the reasons why our customers rely upon WALLER BROS. quality berry plants:

Every "mother" plant that we set in our fields is carefully *hand selected* by an expert. All stunted, undersized, shriveled, or otherwise inferior plants are culled and immediately destroyed. Sometimes one bad plant can disease a whole plot.

Our plants are carefully and continuously cultivated during the growing season. As we grow every strawberry plant we sell, we know that these plants have received proper care while in the field.

Our plants are dug by skilled workers under the supervision of a trained man. There are no broken roots, split crowns or other digging defects in our plants.

Upon entering our packing shed our plants are inspected, both by our inspector and by a state inspector, counted, tied in bundles of twenty-six (sold as twenty-five), and labeled. So carefully are our plants culled and inspected that we guarantee them to pass inspection in any state by an authorized inspector.

Our plants are shipped *the same day they are dug* in crates especially designed to provide them with ample moisture and ventilation. Not only this, the roots of all WALLER BROS. plants are pack-

ed in damp moss to assure you that they will not be dried or shriveled when you get them.

Plants so grown, culled, packed, and shipped *must* be right.

Who Pays the Bill?

When you set inferior plants bought from a fly-by-night dealer because they can undersell by ten cents on the thousand a reliable plant grower—Who Pays the Bill? When the cost of setting, cultivation, fertilizer, and the use of the land to grow these inferior plants is considered—How Much Money Have You Saved? When spring comes and the berries are ready to harvest—Have You Made Any Profit Off These Cheap Plants?

It costs less to fertilize and cultivate good berry plants because their strong system of disease-free roots are ready to grow when you get them. They do not have to be cajoled and pampered by special plowing and fertilizing. Set them on good land and give them proper care and cultivation—the plants will do the rest. Your yield will repay you ten-fold.

A SIMPLE PROBLEM IN ARITHMETIC

PROBLEM: If you can save ten cents on the thousand by buying cheap plants and you are setting ten acres of berries, 5,000 plants to the acre, how much have you saved on the plants?

Further, if the cheap plants you set, which never give the satisfaction that well grown plants give, yield only half as much as the quality plants, have you profited or lost by setting cheap plants?

Again, if it cost twenty per cent more to fertilize and cultivate cheap plants (counting the cost of cultivation at \$10 to the acre) how much have you lost by setting cheap plants?

ANSWER: Dependable quality plants are the cheapest plants that you can set. WALLER quality plants are the best yield insurance that your money can buy.



WALLER'S NEWGROUND
PLANT

Dorsett

A NEW VARIETY

DORSETT strawberry, like its mate the Fairfax, has so many desirable characteristics to its credit that the two varieties together set a new standard in quality strawberries. Vigorous plant growth, firm rich red berries of tasty dessert quality, high yield of fancy fruit, and almost a sure cropper—these are some of the qualities which make Dorsett an outstanding variety.

This new berry is a cross between the Royal Sovereign (a popular English variety) and Premier made in 1923 by the United States Department of Agriculture. Although the Dorsett has not been given trial over as wide a range of conditions as has the Bellmar, wherever tried it has been found to excel almost every other early berry in quality, and in many sections it promises to be a serious con-

tender for commercial prominence. So rich in flavor is this new variety, and so high in yield, many prominent berry growers along the eastern coast are turning away from the favored Premier to the newer Dorsett.

In color and appearance the Dorsett is rather distinctive. This berry is very light red in color, of a brilliant hue, and it holds this color as well or better than the Blakemore. As wholesale market buyers are accustomed to considering dark color as a definite sign of over-ripeness, the light color of Dorsett will be a big advantage.

The calyx of the Dorsett berry is bright green, the size of the berry unusually large, and its shape very attractive.



One Day's Shipment of Strawberry Plants by Parcels Post.

O. C. Waller & Bros.

"THE HONEST PLANT GROWERS"

JUDSONIA :- :- ARKANSAS

1938 MAY 1938

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1938 JUNE 1938

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SEN. DUNLAP

MID-SEASON

The Best for the
Mid-North Berry Grower

The Sen. Dunlap is an old standard variety strawberry which has been successfully grown for many years. It is a free plant maker, very hardy, and produces an enormous crop of excellent quality berries.

The Dunlap is one of the most favored varieties in the North and Mid-North, apparently being very resistant to frost injury. Its dark red fruit ripens mid-season, and probably no berry yet produced equals it for canning and preserving.

Its fruit is very firm, with a bright green cap, and slightly blunted in shape. It stands hot, moist weather without great injury. For a berry of unexcelled canning quality and one which produces a heavy yield, we suggest that you try our good, strong Dunlap plants. As we have found the Dunlap and the Dr. Burrill to be one and the same berry, we have discontinued listing them separately.



Here's Proof of New Ground Plants.

CHAMPION K

A Good Early Berry

The Champion K, although not as popular as many mid-season and second early berries, is one of our best earliest varieties. It ripens with Excelsior, the earliest strawberry grown, and its fruit is fully as large as the Klondike.

The fruit stem of Champion K is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliaged plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

As these berries ripen several days before the Premier there is always a demand on the market for them. Try a few hundred of our Champion K and cash in on the local market.

ST. LOUIS

For size and earliness the St. Louis is unexcelled. It ripens with the Excelsior and its fruit is much larger than either the Excelsior or the Champion K. However, this berry has one serious defect: It is too soft for transporting any distance. If the picking season happens to be unusually rainy, the St. Louis often becomes "puffy" and bleeds too freely for shipping.

The berries are very large, light red in color, and a fine table delicacy. Ripening as early as it does, it meets favor on local markets.

It is perfect flowering and of vigorous growth. It seldom frost injures, however, it is not recommended for Northern setting.

BLAKEMORE

Early, Hardy, Productive

THE BEST EARLY SHIPPING VARIETY

THE NEW BLAKEMORE, although introduced scarcely more than ten years ago, has been fruited in practically every state in the Union, and its success has been so phenomenal that in many districts it is rapidly displacing its parents, the Premier and Missionary. As a plant maker, a shipping berry, and a prolific yielder, it has not been bettered, and added to these admirable qualities is the fact that it will grow and yield a fair crop under conditions not favorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more, and be of better quality than the other variety. We have fruited this berry for several years and we are so pleased with it, and we are so con-

fident that our customers will be pleased with it, that we recommend it to all strawberry growers.

The Blakemore is a tart berry of the Missionary type.

This berry is slightly blunted at the point, conic-shaped, with broad shoulders and slim neck. Its bright green cap curls upward when the fruit ripens, making it easy to pick and hull.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse, and unlike many other early berries, it retains its bright red color long after picking. This fact coupled with its earliness gives it a great advantage in the wholesale markets.

GANDY

The Old Standby

This is one of the old favorites which has been planted for the past thirty years, and according to many growers, has not been bettered for a late variety.

In color, texture, and quality the Gandy ranks near the top. It is a good shipping berry and if planted with Aroma, will produce a fair yield.

The Gandy blossoms late and is seldom injured by frost. Its plant growth is strong and abundant, its foliage heavy and of a dark green color. To anyone who understands fruiting the imperfect blossoming berries we recommend the Gandy for a late variety.

EXCELSIOR

The Earliest Strawberry

The Excelsior is the most favored extra-early strawberry that we have ever produced, however, in many respects it will not measure up to the Champion K.

The Excelsior fruit is large and juicy, dark red in color, and of high dessert quality. The plants are vigorous with ample foliage to shade them throughout the growing and fruiting season.

This variety has stood the test of twenty years steady setting by market gardeners. On short hauls it reaches the market in tip-top shape, however, it is not firm enough to make a good shipping berry.



A FIELD OF WALLER'S PLANTS IN FLORIDA

O. C. Waller & Bros.

"THE HONEST PLANT GROWERS"

JUDSONIA :- :- ARKANSAS

1938 JULY 1938

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1938 AUGUST 1938

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BELLMAR

A NEW FANCY EARLY SHIPPING
BERRY

BELLMAR, like the Blakemore, is a recent introduction of the United States Department of Agriculture. It is a scientific cross between the Premier and the Missionary, and the resulting berry, according to many reliable sources, is considerably higher in dessert quality than either the Premier or the Missionary, and is of a better quality than the Premier.

The new Bellmar has a number of qualities which make it outstanding in any list of strawberries. Since its introduction in 1922, this berry has been tried in almost every state in the Union, and from no strawberry growing district has there come a report of its failure. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

Quoting from Circular No. 171, United States Department of Agriculture, July, 1931: "As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruits about as long. In Glendale, Maryland, it has been more productive than Premier and produced a better grade of berries, and on good soil the berries are fully as large; color bright red, similar to Premier but not as dark as Missionary. They have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality when grown under proper conditions."

The Bellmar plant growth is vigorous, of a bright glossy green color and with us we find it will withstand more summer heat and drouth than any variety we have ever grown. The same report comes to us from many other states. Many growers report 75% of a loss on all varieties other than the Bellmar which they say have stood the summer heat nearly 100%.

Appearance: The berries are a glossy luscious bright red. Their bright green cap gives them a very effective appearance. This together with their large size makes one of the most beautiful berries we have ever grown.

WALLER BROTHERS considers the Bellmar a valuable addition to the long list of good strawberries. We sincerely recommend it to our customers. Read some of the testimonials received from our customers as to what they think of this great variety.



FAIRFAX Waller's Quality

After seeing this variety fruit for the two or three past seasons we cannot say we like the berry as well as the Dorsett. However, it is worthy of a trial. Many of our customers order Fairfax and Dorsett and report wonderful success. Fruit is large to extra large and being very uniform, making it an attractive berry. Color rich red. After picking it turns a little dark, however, this does not mar the qualities as the texture is such to make it a good keeper after being picked from the vines.

EVENING STAR

The fruit, plant growth, and season of ripening of the Evening Star resembles the Gandy so closely that they can hardly be discerned. This berry ripens late, has a hardy plant growth which withstands drouthy conditions well, and fruits excellent quality berries. Unlike the Gandy, however, it is perfect flowering.

The fruit stems of the Evening Star grow in such a position that the berries seldom rest upon the ground. There are no "white sides" to this berry when it ripens. It is a fair shipper and adequately fills the bill as a good, all-round late berry.

WALLER'S PLANTS ARE KNOWN AROUND THE WORLD
Lietuva, Lithuania

Dear Sir:

I have mailed you an order, begging you to forward me some of your splendid plants, especially the earliest strains. I'll be content to have such ones as you will bestow, as in this country there are no strawberries from America.

Please mail the plants by Express, Europa's Continent. The speediest way will be via Eyl Kuhnen (in Germany).

Our people are certainly very fond of your charming country, and they will be pleased to learn that Waller Bros. have sent them some of America's best fruit.

Yours very truly,

S. NACEVICIUS.

Agricultural Gardens,
Dotnuvia, Lithuania.

O. C. WALLER & BROS.
Judsonia, Ark.

Dear Sir:

As I haven't written for some time, I'll take the pleasure to say a few words in regards to the strawberry plants we bought in 1935 and 1936. Our first crop of berries sure created attention far and wide. Some people came from Penn. to see them. Those Bellmar sure took the prize. I got \$4.00 a crate for the most of them, and a crate went to Michigan to show what Johnson County could do on strawberries. I took the prize for having the most beautiful strawberry ever to come to the Indianapolis South Side Market. Our sales from 8,000 plants we bought from you were between \$600.00 and \$700.00.

Mr. Waller I would like to have your price list this year on 5,000 Gandy strawberry plants.

Yours truly,
J. M. Z.

GARDEN SPECIAL

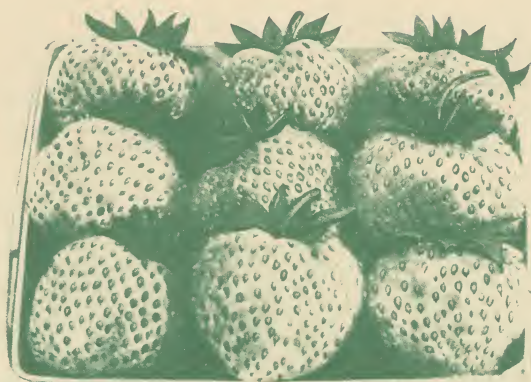
No. 225

50 St. Louis
50 Aroma

50 Klondike

50 Bellmar
25 Mastodon

Price \$1.50 Postpaid



DORSETT

O. C. Waller & Bros.

"THE HONEST PLANT GROWERS"

JUDSONIA ❖ ❖ ARKANSAS

1938 SEPTEMBER 1938

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1938 OCTOBER 1938

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PREMIER

This is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the Premier must have a number of admirable qualities. It is a very successful berry in the North and East, ripens early and has a long fruiting season. Berries are large and of a uniform size.

AROMA

Late—Safe from Frost

No late berry that we have ever grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive—the Aroma is by far the best money-making late variety produced in the South. It is very firm, bright red through and through, and of enormous size. In our fields no other late berry has ever matched the Aroma in size, yield, or hardness. For that reason we have discontinued many late varieties after giving them trial.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions better than any other late variety. As a shipping berry it is unexcelled. It is highly tart and continues to bear long after mid-season varieties have gone.

MASTODON -- Everbearing

Ripe Strawberries in 90 Days With Waller's
Quality Mastodon Plants

WITHIN the past few years the Mastodon has qualified itself as the best Everbearing strawberry yet introduced. It holds the same high position among the Everbearers that Premier and Blakemore hold among the early varieties. A heavy yielder—both Spring and Fall—of good quality berries which are moderately firm, large and luscious in shape and taste, a good plant maker for an Everbearing variety, disease and drought resistant. Little Wonder the Mastodon is called the Supreme Everbearer!

The Mastodon has easily outdistanced the old Champion and Progressive Everbearing strawberries, containing all the worthwhile qualities of these two varieties and many more which they lay no claim to.

Although the Mastodon does not make plants as freely as some of the early berries, it is a very free plant maker for an Everbearer. It blossoms late, thus avoiding the danger of frost. It ripens its spring crop midseason.

Mastodon plants should be set in the mid-South in February or March, and we recommend keeping the blossoms from the plants until the middle of July, as this saps their vitality during the growing season. The second season the plants should be allowed to fruit freely.

After growing this plant for several years, we are ready to recommend it fully to our customers. However, it is our experience that the Mastodon, like any other Everbearing variety, will do best when planted in the Hill System. More, larger, and better berries can be picked from the Mastodon if the runners of the plants are kept cut off for the first season. Big, strong, individual plants bear more and better fruit than lots of weak plants. If this system is followed, plants should be set about 12 or 15 inches apart in rows 2½ feet apart. However, if you prefer the Matted Row method, set the plants 18 inches apart in rows 3 feet apart.

Waller Bros. Mastodon plants are guaranteed true-to-name. Due to our long growing season we are able to produce stronger and better plants of this variety than many plant growers farther North, and because of this fact we are able to quote a lower price on Quality plants.

STRAWBERRY COLLECTION NO. 2

With this collection you will have plenty of berries for the table and some for canning purposes.

100 Bellmar
100 Blakemore
100 Aroma

\$1.75
Postpaid

STRAWBERRY COLLECTION NO. 3

And a mighty good list of varieties.

100 Senator Dunlap
100 Blakemore
100 Gandy
100 Aroma
100 Bellmar

\$3.00
Postpaid

Guarantee

You are fully protected when you buy WALLER BROS. quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of the purchase price.
2. We guarantee our plants to be state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no conditions shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

IMPROVED KLONDIKE

THE BEST BERRY FOR MID-SOUTH

SEVERAL other varieties of strawberries may excel the time-proved Improved Klondike in one particular feature, but for a good, all-around strawberry which combines a multitude of admirable features, this variety knows no superiors. It is by long odds the most extensively planted strawberry in the mid-South and, after thirty years of testing, there must be good reasons why berry growers stick to this old favorite.

The Improved Klondike is a free plant maker and almost a sure cropper. The new improved variety is not easily susceptible to the diseases common to strawberries. It is adapted to a wide range of soils and conditions, and seldom is it ever winter injured by late freezing.

The Klondike fruit is a bright, glossy red in color. It holds this bright color until long after it is marketed. It yields a heavy crop of fancy fruit which usually brings a 20 per cent premium on the market. In desert quality, shipping quality, and strong plants we know of no variety which surpasses the Improved Klondike.

If you want vigorous, true-to-name Improved Klondike plants—let WALLER BROS. be your headquarters. We are prepared to fill your order, be it large or small, and we guarantee that you cannot buy better Klondike plants than those you will get from us.

At the time this price list goes to press we are digging on an order of Four Million (4,000,000) Klondike plants for one point in Southern Texas. This is proof that this variety is yet in great demand in many Southern States. These plants are being dug at the rate of 300,000 plants daily. WALLER BROTHERS are able to take care of any size order and give you SERVICE, QUALITY and SATISFACTION.

MISSIONARY

For Florida, Texas, and the Gulf Coast—
An Unbeatable Shipping Berry

THE MISSIONARY, even after a quarter century of extensive planting, and so outstanding is its yield and plant vigor that the newer introductions of the U. S. Department of Agriculture have not enhanced this popularity. We ship millions of Missionary plants to Florida annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high quality berries. However, we do not recommend its being planted north of Missouri as there are several other varieties more nearly adapted to the colder climate.

Our plants are from the original stock of Missionary—healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary and Klondike plants, for we believe that we grow and sell more plants of these varieties than any other plant dealer in the United States.



A FIELD SCENE OF WALLER'S PLANTS

O. C. Waller & Bros.

"THE HONEST PLANT GROWERS"

JUDSONIA ✧ ✧ ARKANSAS

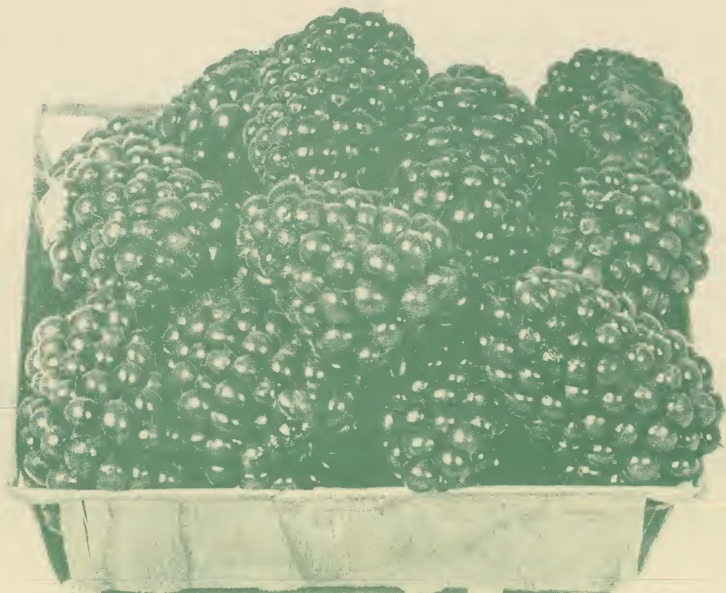
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1938 DECEMBER 1938

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25	26	27	28	29	30	31

THE NEW BOYSENBERRY



WHAT IS THIS BOYSENBERRY?

The Boysenberry is a cross between Cuthbert Raspberry, Loganberry and Blackberry, developed by Rudolph Boysen, grower and superintendent of parks at Anaheim, California. The nurseries now have another big berry for release to the nation's growers that is likely to supplant the Youngberry, as a can crop and fresh product. It is larger and somewhat later than the Youngberry which created a furor several years ago and above all the Boysenberry has a most remarkable and delicious flavor, partaking of these of its three parents. In growth the Boysenberry is much the same as the Youngberry and you can easily grow from 10 to 30 plants from each plant set. Many growers claim 50 to 65 plants.

Now, Mr. Berry Grower, you know some one in your neighborhood will plant Boysenberries and why not you be first? If you will do this you are one year ahead and when your neighbor sees the wonderful berries you have he will not only want fruit but plants as well. You who have a small garden will never regret setting 10 to 20 of these plants which will produce all the berries you can use—fresh, canned, jam and jelly and still have plenty with which to make

your friends and neighbors happy. We urge each and every one of our customers to get some of these plants.

Boysenberry is a very sturdy plant. Don't think because it originated in California that it is subtropical. We know the plants are grown in Florida, Oklahoma, Ohio and Oregon. It appears that neither heat of Florida nor cold of Ohio, dampness and humidity of Oregon and Florida, or dry Oklahoma has hurt them in the least. Boysenberry is so sturdy we believe it can be grown successfully in our coldest states if canes are left on the ground during the winter and mulched with straw.

THE FINEST VINE BERRY YET DEVELOPED FOR HOME USE

A few Boysenberry plants will be the joy of your garden. You will enjoy fruit like this and you will have something to show your friends. You will agree with us in saying they are the finest berries you have ever tasted, either fresh, canned, in jams, jellies or pies. You will be proud of your Boysenberries. Plant 8 feet apart in rows 8 feet across. You will be surprised at the berries you can get from 12 plants, which cost as little as \$1.25 delivered to your door.

The YOUNGBERRY

During the years we have grown and fruited the New Youngberry its success has been phenomenal, often yielding 200 cases of fancy berries to the acre. This year we are offering our customers an improved variety—a Thornless Youngberry. In every test this variety has shown itself equal to the Thorny kind. The only difference apparently is that the improved variety is the old kind minus the thorns and that's an improvement.

The Youngberry is a glowing, dark purple in color, very sweet, firm enough to ship, and of a high desert quality. The large berries measure an inch in length and more than half an inch in diameter. The plants are vigorous growers and perfectly hardy.

Youngberries are no more difficult to cultivate than other vining berries. Set in blocks seven feet by seven feet, using a two wire trellis four feet high for the vines. Cultivate as any other berry, cutting the dead wood after the vines have fruited.

We recommend the Thornless variety. Our plants of this type are bought direct from the propagator and sold under patent.

LUCRETIA DEWBERRY

The Lucretia (The Creeping Blackberry) is so far ahead of any other variety of the Dewberry that we have discontinued growing other kinds. The berries are a deep glossy black, large in size, and of a fancy quality. As Lucretia fruits at the close of the strawberry season, and about two weeks before ordinary blackberries come in, there is always a demand for Dewberries on the market. The Lucretia bears long, cylindrical-shaped berries which are very firm.

This variety of Dewberry is the only disease-resistant type yet produced. The plants are vigorous growers, hardy in the South and mid-South.

Dewberries are very easy to cultivate, and due to their large size, they are not difficult to pick. The common method of growing them is to plant in rows seven feet apart, setting the plants five feet apart in a row. In the Northern states the Dewberry is not perfectly hardy and a straw mulch is usually used to cover the entire field. In the South and mid-South this is unnecessary unless the vines are to trail on the ground. Straw mulch is sometimes used then to keep the ripening berries from coming in contact with the ground. Often the vines are trellised on a single wire. Remember, you cannot buy better Dewberry plants than Waller's True-to-name plants.



YOUNGBERRY

THESE PRICES SET ASIDE ALL FORMER QUOTATIONS

	(Postpaid)	(Not Postpaid)	
Variety	100	250	500	1,000	5,000
Aroma	\$.75	\$1.00	\$1.50	\$2.50	\$11.50
Blakemore	.75	1.00	1.50	2.50	11.50
Bellmar	.75	1.00	1.50	2.50	11.50
Champion K.	.75	1.00	1.50	2.50	11.50
Dorsett	1.00	1.25	1.75	3.25	15.00
Evening Star	.75	1.00	1.50	2.50	11.50
Excelsior	.75	1.00	1.25	2.25	10.75
Fairfax	1.00	1.25	1.75	3.25	15.00
Gandy	.75	1.00	1.50	2.50	11.50
Imp. Klondike	.75	1.00	1.25	2.25	10.75
Premier	.75	1.25	1.75	3.00	14.50
Missionary	.75	1.00	1.25	2.25	10.00
Senator Dunlap	.75	1.00	1.50	2.50	11.50
St. Louis	.75	1.00	1.75	3.00	14.50
Mastodon Everb.	1.00	2.25	3.75	7.00	32.00

BOYSENBERRY

	Postpaid	(Not Postpaid)	
	(6	12	25)	(50	100 1,000)
1-year plants	\$.75	\$1.25	\$2.25	\$3.50	\$6.00 \$40.00
2-year plants	1.50	2.50	4.50	7.00	12.00 80.00

YOUNGBERRY

Thornless					
1-year plants	1.00	1.50	2.50	4.00	6.00 35.00
2-year plants	2.00	3.00	5.00	8.00	12.00 70.00
Thorny:					
1-year plants	.50	1.00	1.75	1.50	2.25 11.00
2-year plants	1.00	2.00	3.50	3.00	4.50 22.00

DEWBERRY

1-year plants	.50	1.00	1.75	1.00	1.50 10.00
2-year plants	1.00	2.00	3.50	2.00	3.00 20.00

Mr. O. C. Waller,
Judsonia, Arkansas.

Dear Mr. Waller:

Through the thoughtful consideration of Mr. Will Leasure, my family and I have enjoyed some strawberries which he says were grown by you.

Allow me to compliment you upon the intelligence and enterprise which you doubtless put into the production of such a delicious product.

Cordially yours,

CARL E. BAILEY,

Governor.

CEB:DD

(Note—This was a crate of the new berry "Bellmar," and having seen it, we say that it was the nicest looking crate of berries we saw this year.—Editor.)

INSTRUCTIONS

WHEN TO ORDER. Your order may be placed at any time during the year for delivery any time between October 15th and April 15th. No orders will be shipped before October 15th, and orders shipped after April 15th will be at purchaser's risk.

CASH in full must accompany your order. You may remit by Money Order, bank draft, or cash in Registered letter. Postage stamps will be accepted on orders of \$2 or less. We prefer money order.

PRICES ON ALL PLANTS quoted in this bulletin are prepaid to any destination in the United States unless marked "Not Prepaid." These prices supercede all former quotations.

LARGE QUANTITIES. Where customers wish to order larger quantities than those quoted in this calendar write us your needs.

PACKING. We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

TRUE TO NAME. Read our Guarantee on page 5.

REFERENCES. Express Agent, Judsonia; Farmers and Merchants Bank, Judsonia, or any Waller Customer.

PARKE-HARPER CO.

O. C. WALLER & BROS.

ORDER BLANK

Ship To _____

Post Office _____

Street or Box No. _____

Express Office _____ State _____

JUDSONIA, ARKANSAS

Long Distance Phone 78F2

Express Mail Freight

☐
☐
☐

Order No. _____

Date of Order _____

Ship When _____

Cash Received _____

C. O. D. _____

Charge _____

Total _____

Quantity Ordered	Date Shipped	Name of Plants	Remarks

Please add the names of a few friends who might be interested in our catalog.

NAME

ADDRESS

NAME

ADDRESS

NAME

ADDRESS

62.47
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U. S. Department of Agriculture

"The Honest Plant Growers"



O. C. WALLER & BROTHERS

Largest Plant Growers in the State. More
Than 100 Acres Set Out in the Spring of 1936

JUDSONIA

ARKANSAS

FROM



O. C. WALLER, Mgr.

O. C. WALLER & BROS.

The Honest Plant Growers

Judsonia,

Arkansas

